

CASE STUDY

MindTickle!

Client: MindTickle, Inc.

Location: San Francisco, California

Industry: Sales Readiness and Enablement

The Big Story

MindTickle needed a suite of high-octane content and a more comprehensive engagement strategy to target and break into lucrative enterprise-level accounts.

Benefits



Delivered

70+ enterprise-level
MQLs



Boosted

MQL conversion
rate to >10%



Created

>\$1 million in pipeline



Dramatically improved

enterprise-level
brand awareness



Developed

high-quality
vertical-specific content



Executed

a robust lead-generation
strategy



“Campaign Stars has produced several big-name accounts for us. We’re getting qualified meetings at our most critical target accounts.”

— **Steve Reyes**, Lead Generation Manager, MindTickle

The Solution



Strategy Pack

Messaging Refinement
made simple



Case Study Pack

Let your customers
tell your story



Survey Based Lead Generation

Turn key survey program to
drive lead flow and content
development



Persona Pack

Laser focused
understanding of key
buyer personas



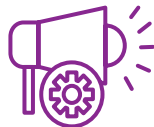
Journey Pack

Multi-touch ABM focused
nurture campaigns



E-Book

Highlight your insights,
customer success and
use cases in a compelling
story driven asset



Marketing Automation Support

Outsourced support
of your marketing
automation software

“It’s a clever way to engage buyers, even people that have never heard of you. It’s just such a smart way to overcome the hardest part of the sales process: making initial contact.”

— **Steve Reyes**, Lead Generation Manager, MindTickle

The Client

[MindTickle](#), a San Francisco-based technology company, is revolutionizing the way companies onboard, train, practice, and coach their sales teams, with data-driven insights that allow leaders to measure the impact their programs have on sales performance. MindTickle further modernizes sales enablement via adaptive learning and automated training paths that maximize employee productivity. The smartest minds in Silicon Valley are catching on, too: MindTickle recently received Series B funding to accelerate its global expansion.

The Challenge

MindTickle helps sales teams get up to speed faster and perform better, no matter where they are. But when it came to breaking into large organizations and generating enterprise-level leads, MindTickle needed a tutor.

As an early-stage company, MindTickle's demand generation largely fell to a "skeleton crew" of marketers in India, who lacked the expertise and familiarity with MindTickle's value propositions to create compelling, dynamic content on a granular level. With expansion as the goal, MindTickle not only needed high-quality content better-tailored to its target verticals at a regular cadence, but also a more reliable way to break into large enterprise accounts and begin the conversation.

With not enough to say about its world-beating product, and no engagement strategy to say it with, MindTickle turned to Campaign Stars.

The Solution

Campaign Stars took the time to fully understand MindTickle's unique voice, perspective, value propositions, and its goals for the coming year. Then, Campaign Stars hit the ground running.

“Campaign Stars is adding an additional layer of value that was vacant in our process. Their content and expertise dramatically increases our brand awareness.”

— **Steve Reyes**, Lead Generation Manager, MindTickle

To address MindTickle’s need for enterprise-level lead generation, Campaign Stars executed its proprietary Survey-Based Lead Generation play. MindTickle **got access to 21,000 enterprise-level contacts** as part of Campaign Stars’ partnership with industry-leading marketing intelligence data provider DiscoverOrg, and Campaign Stars designed a lead-qualifying survey that highly incentivized participation from C-Suite level executives. Within six weeks, the survey had **delivered over 70 MQLs at MindTickle’s most critical target accounts**. “Campaign Stars’ survey is so much better than having a BDR call,” says MindTickle Lead Generation Manager Steve Reyes. “It’s a clever way to engage buyers, even people that have never heard of you. It’s just such a smart way to overcome the hardest part of the sales process: making initial contact.”

Campaign Stars also went to work creating dazzling content that bolstered MindTickle’s proof points, developing and executing case studies, digital eBooks, infographics, and influencer marketing programs designed specifically for MindTickle’s most important industry verticals. “Campaign Stars is adding an additional layer of value that was vacant in our process. Their content and expertise dramatically increases our brand awareness,” says Reyes.

To date, **MindTickle’s conversion rate on leads delivered by Campaign Stars is a staggering 10%**. They continue to successfully book meetings with executives at Fortune 500 accounts, and they can **attribute over \$1 million in pipeline** to Campaign Stars’ efforts.

“Campaign Stars promptly passed all leads to us so we could react immediately. Their information about the leads was super granular, with enormous attention to detail and to making it happen,” says Reyes. “They stuck by their timelines. At no point did Campaign Stars ever let us down.”

A portfolio of high-octane content and a stream of prospects eager to consume it? That’s sales enablement, made possible by Campaign Stars.

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